



CHULA VISTA COMMUNITY PROFILE

Population/Housing/Income 2003

The City of Chula Vista, population 201,210*, is San Diego County's second largest municipality. Located 7 miles from downtown San Diego and 7 miles from the busiest international border crossing in the world, Chula Vista is the crossroads of the San Diego/Baja region.

The community's geography is diverse, from coastal shoreline in the west to the San Miguel Mountains in the east. Established neighborhoods and contemporary masterplanned communities; start-up firms and corporate giants; nationally recognized sports and entertainment venues as well as a quaint village downtown...combined with competitive affordability and room for expansion — Chula Vista offers multifaceted opportunities for both growing businesses and growing families.

*Current estimate is as of Jan. 1, 2003.

GENERAL INFORMATION

Incorporated..... 1911
Total Land Area33,024 acres
Government..... Council / Manager
Bond Rating [Standard & Poor's]..... A

General Fund Budget \$108.9 million
Total Assessed Valuation \$11.08 billion
Fire Class Rating 3
Fire Personnel Ratio [includes administrative staff] 0.45/1000
Police Personnel Ratio [sworn officers] 1.24/1000

POPULATION

Population.....201,210
Median Age35.0

Population by Ethnic Group

Hispanic..... 98,593 (49%)
White 62,375 (31%)
Asian 26,157 (13%)
Black..... 12,073 (6%)
Other 2,012 (1%)

Population by Age Group

Under 5 18,109 (9%)
5 – 14 32,194 (16%)
15 – 24 28,169 (14%)
25 – 34 30,182 (15%)
35 – 54 54,328 (27%)
55 – 64 16,097 (8%)
65 and older 22,133 (11%)

HOUSING

Housing Units 66,540
Persons Per Household..... 3.08

Housing Type

Single Family38,593 (58%)
Multiple Family23,955 (36%)
Mobile Home.....3,992 (6%)

Housing Vacancy

Occupied..... 66,540
Vacant..... 1,916
Vacancy Rate 2.88%

INCOME

Median Household Income \$49,065

Long home to Goodrich Aerospace Aerostructures, Chula Vista today is attracting new companies such as Raytheon, a \$20 billion global technology firm serving the defense industry, Leviton, an international leader in the electrical and electronic products industry, DNP Electronics America LLC and Hitachi Home Electronics America, part of its parent company Hitachi Ltd., a \$423 billion world renown firm.

Household Income

Under \$10K..... 12,073 (6%)
\$10K - \$24,999 32,194 (16%)
\$25K - \$34,999 26,157 (13%)
\$35K - \$49,999 34,206 (17%)
\$50K - \$74,999 46,278 (23%)
\$75K - \$99,999 24,145 (12%)
\$100K or more 26,157 (13%)

SOURCE: CA DEPARTMENT OF FINANCE

Come and Catch the Chula Vista Spirit!

Community Development Department
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www.ci.chula-vista.ca.us

